

## **EXHIBIT B**

Promotional Literature of New England Serum Company, 2001 to 2003

New England Serum "EARLY HOLIDAY 2001" Catalog Excerpts

Includes Applicant's "AIR DOG" Products

EARLY HOLIDAY 2001

# New England Serum Company®

The #1 Discount Source for Pet Care Professionals

Now Expanded - 8 Full Pages!

## BEST BUYS!

See pages 4-9 and 84A & B for more unbeatable bargains—like this display bin of 60 Fur Ball cat toys.

ONLY  
**25¢**  
PER BALL



**The complete  
source for all  
your holiday  
needs**

New England Serum Company®

Order Now! Limited Time Only!

# FREE SHIPPING

on any order of \$150 or more!

Order must be shipped  
via UPS Ground.

Offer Expires 11/30/01

See pages  
84A-84H for a  
vast selection of  
holiday items at  
unbeatable  
prices!

[www.NESerum.com](http://www.NESerum.com)

1-800-NE-SERUM (1-800-637-3786)

## The ideal toys to tug, chase and chew.

**Zanies**

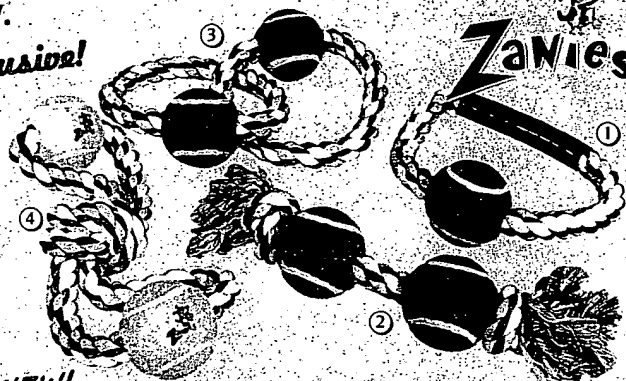
**NEW!**

**Colorful Rope Toys in a bevy of sizes and shapes to satisfy any dog.**

Rope Toys are a great way to satisfy dogs' urge to chew. Natural cotton rope dyed with pure vegetable colors create bright, long-lasting toys in a variety of sizes and shapes that dogs will love. Toys are not only fun to play with, they also help keep dog's teeth and gums clean and healthy! Choose from 2-Knot Rope Bones in 8", 10" and 14", 3-Knot Rope Bones in 18" and 21", and a 13" Figure 8 Rope Toy. Packaged for resale. **For volume discounts, see our Money Makers on page 14.**

Item #	Description	Size	Mfr Wholesale	Price Each	
				1-5	6-11
① ZW80008	2-Knot Rope Bone	8"	(\$2.29)	\$1.29	\$ .99
② ZW80010	2-Knot Rope Bone	10"	(4.59)	2.69	1.99
③ ZW80014	2-Knot Rope Bone	14"	(6.29)	3.59	2.99
④ ZW80018	3-Knot Rope Bone	18"	(6.29)	3.59	2.99
⑤ ZW80713	Figure 8 Rope Toy	13"	(9.79)	5.69	4.99

**NE Serum Exclusive!**

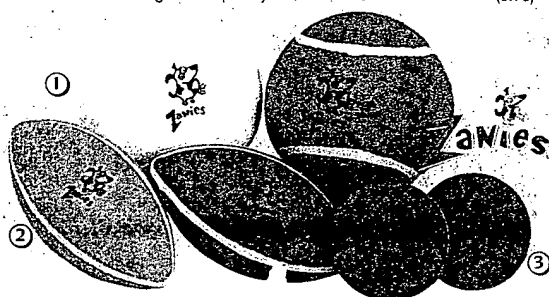


**NEW!**

**Rope Toys with Tennis Balls are ideal to toss and tug!**

Rugged cotton rope combined with tough tennis balls provide hours of interactive fun and healthy exercise for pets and their owners. Colorful, chewable tennis balls are strung on cotton rope to create long-lasting toys that are perfect for tugging, tossing, and chewing. Available in a variety of styles and sizes to suit any dog. Packaged for resale. **For volume discounts, see our Money Makers on page 14.**

Item #	Description	Size	Mfr Wholesale	Price Each	
				1-5	6-11
① ZW80108	Circle with one ball	8"	(\$ 6.79)	\$3.99	\$3.49
② ZW80113	Bone with two balls	13"	(8.69)	4.99	3.99
③ ZW80114	Twin Loop with two balls	14"	(10.49)	5.99	4.99
④ ZW80115	Figure 8 with two balls	15"	(10.49)	5.99	4.99

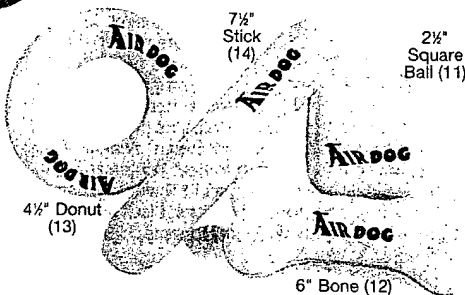


**NEW!**

**Durable Tennis Ball Toys will entertain dogs for days!**

Zanies Tennis Teasers toys are made from extra durable material and are available in a variety of sizes, shapes and bright, assorted colors. Tennis balls come in 2" and 5" sizes to suit even the largest dogs. 6" footballs and 3" hockey pucks bounce every which way for unpredictable fun.

Item #	Description	Size	Mfr Wholesale	Price Each	
				1-5	6-11
ZW25506	6 Tennis Balls	2"		\$5.99	\$4.99
① ZW34453	2 Tennis Balls	5"		6.99	5.99
② ZW20901	2 Footballs	6"		6.99	5.99
③ ZW20131	2 Hockey Pucks	3"		3.99	3.49



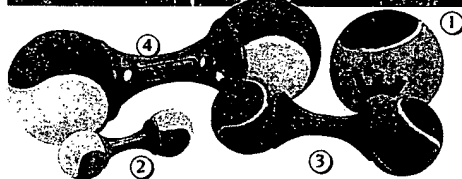
**NEW!**

**Air Dog Toys put a new spin on popular favorites.**

Air Dogs Toys are made with the same high-quality, rugged synthetic felt material as standard tennis balls, but with an added twist. These fetch toys are constructed in a variety of wild shapes that will never bounce the same way twice! Dogs will go crazy chasing after these erratic bouncing toys. Air Dog Toys are heavy duty to withstand the roughest abuse, yet the soft felt cover is gentle to dog's teeth. They're non-toxic, easy-to-clean, pressureless, brightly colored, and they float! Carded for easy pegboard display, these fun toys are a must for any retail shelf.



Attractively packaged for resale.



**Tennis Bones—ounce for ounce get the greatest bounce.**

Super heavy-duty pressureless construction means these tennis ball toys are stronger, more durable and bounce higher than ordinary tennis balls. Perfect for throwing, fetching and retrieving. Tennis Bones are uniquely processed with no adhesives. All toys float for added enjoyment. Available in sizes for every dog. Assorted colors.

Item #	Description	Size	Price Each	
			1-11	12+
① ZX15000	Jumball	4 1/2" D	\$ 4.17	\$3.73
② ZX42050	Mini Tennis Bone	5" Long	5.99	4.97
③ ZX420	Tennis Bone	8" Long	7.49	5.97
④ ZX50062	Jumbo Tennis Bone	11" Long	11.99	9.97



**SALE!**  
**Great for recreational use in kennels!**

The revolutionary GoDogGo™ launches the balls so you don't have to. Allows dogs to play fetch for hours without wearing out your throwing arm. Dogs get plenty of healthy exercise while enjoying a favorite activity. Perfect for use in puppy play groups, boarding kennels and canine day care. Dogs can be trained to interact with the launching action by returning balls back to the bucket for continuous activity. Holds up to 15 tennis balls. Battery-powered launcher allows you to vary the launch time from 7-15 seconds and distance from 15'-35'. Lightweight design with easy-grab carrying handles. Uses 6 "D" size batteries (not included). Includes 6 tennis balls and an AC adapter.

GD001 Was ..... \$97<sup>50</sup> Now ..... \$79<sup>97</sup>

**Toys**

New England Serum "WINTER 2002" Catalog Excerpts

Includes Applicant's "AIR DOG" Products and  
New England Serum "ZANIES" Products

# Attention Pet Supply Retailers:

**Cut Costs To Improve Your Profits!**

- See pages 4-15 for Incredible Deals!
- Quality brands not found in superstores!
- Lowest Prices Guaranteed!

Patriot Plush Toys are an  
All-American value.  
*A New England Serum exclusive!*  
See page 2.



ONLY  
**\$1.49!**

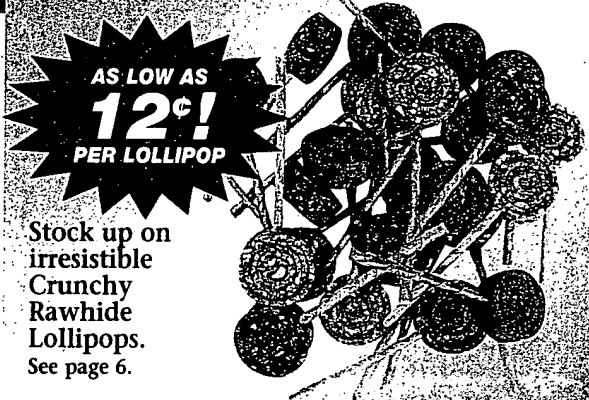
## BEST BUYS!

See pages 4-9 for more unbeatable bargains!



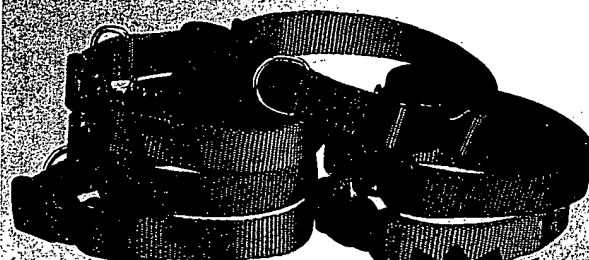
Colorful Bone Shaped  
Tennis Balls are an  
unbeatable value. See page 4

ONLY  
**99¢!**



AS LOW AS  
**12¢!**  
PER LOLLIPOP

Stock up on  
irresistible  
Crunchy  
Rawhide  
Lollipops.  
See page 6.



Nylon Collars &  
Leads are great  
impulse resale items.  
See page 5.

AS LOW AS  
**99¢!**



ONLY  
**25¢!**  
PER MOUSE

Cheese  
Wedge Box  
full of furry  
mice is ready  
to display.  
See page 5.

WINTER 2002

# New England Serum Company®

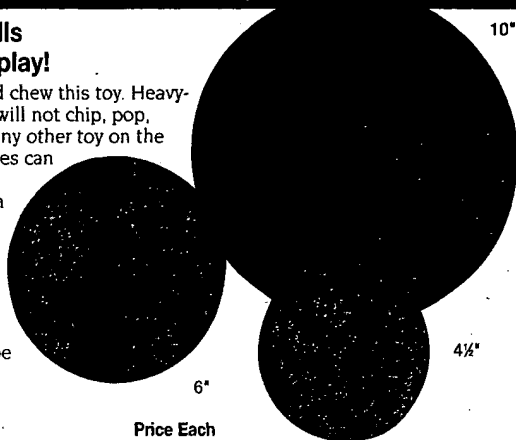
The #1 Discount Source for Pet Care Professionals

www.NESerum.com 800-NE-SERUM (800-637-3786)

## Toys

### Indestructible balls for the roughest play!

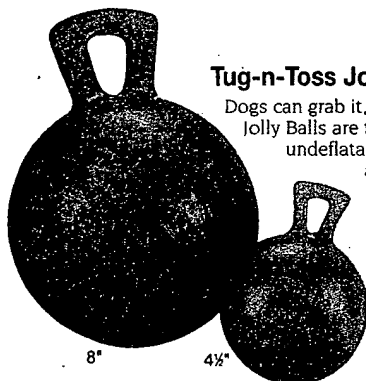
Dogs love to chase and chew this toy. Heavy-duty, hard plastic ball will not chip, pop, break or tear—unlike any other toy on the market! 10" and 14" sizes can be filled with sand, marbles or water for an extra noisy or wobbly workout. Available in Red (83), Blue (19) and NEW Teal (91). X-Large available in Red and Blue only. Sizes and colors may be combined for quantity discounts.



Item #	Description	Size	Price Each	
			1-11	12+
ZT665	Small	4 1/2"	\$ 4.95	\$ 3.86
ZT665	Medium	6"	6.97	5.65
ZT665	Large	10"	9.29	7.97
ZT665	X-Large	14"	14.97	11.97

### Tug-n-Toss Jolly Balls can't be deflated!

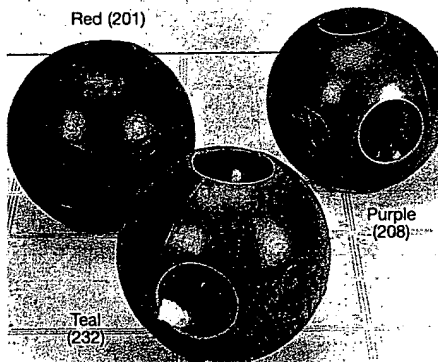
Dogs can grab it, throw it, bounce it, bite it and chew it. Jolly Balls are the ultimate soft, low-density plastic, undeflatable ball. Large handle for easy throwing and retrieving. Hours of fun! Non-toxic. Assorted colors.



Item #	Description	Size	Price Each	
			1-11	12+
ZW31714	Small	4 1/2"	\$ 5.94	\$ 4.97
ZW31716	Medium	6"	8.97	6.97
ZW31718	Large	8"	11.97	9.97
ZW31720	X-Large	10"	14.95	12.97
ZW31814	Glow in the Dark	4 1/2"	5.99	4.97

### Teaser Ball amuses and intrigues.

Indestructible Teaser Ball has five holes that show a colored inner ball. Entertains dogs as they try to get the inner ball out. Made of high-density polyethylene plastic. Rattles when rolled for extra enjoyment. Also available in Blue (202) (not shown). Measures 10".



ZX151	.....	\$12.97
6 or more	.....	\$11.67

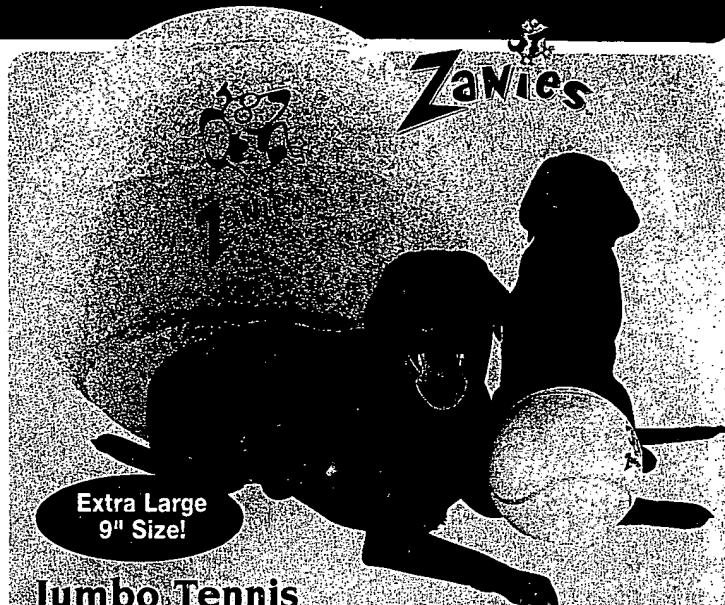
### Launch dog's ball 200 feet with hardly any effort!

The perfect exercise ball for retrieving fun for both pet and owner. This 2 1/2" ball is easy to launch! Simply hang the loop on your thumb, pull the ball way back, release the ball and watch it fly! Ideal for people who have difficulty throwing. Safe, non-toxic and constructed of firm, sponge rubber with a built-in loop of heavy-duty, surgical tubing. Available in assorted bright colors.



ZW20018	.....	\$5.99
12 or more	.....	\$5.37

Sling shot action propels ball farther, giving dog more exercise.



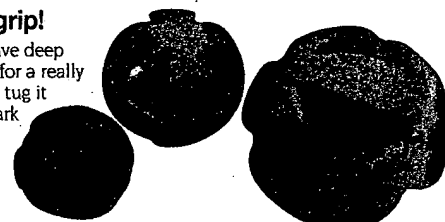
### Jumbo Tennis Ball is extra large for extra fun.

Made from extra durable tennis ball material, our Jumbo Tennis Ball will give dogs plenty of big time fun! Bright, assorted colors and loads of bounce will provide hours of healthy exercise and entertainment. Measures 9". Includes pin for easy inflation.

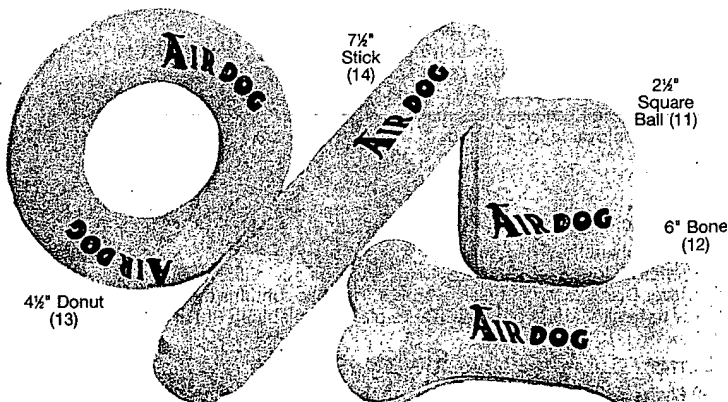
ZW20608	.....	\$15.99	6 or more	.....	\$13.97
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### Clutch Balls are easy to grip!

Tough "Softflex" rubberized balls have deep indentations and ridges all around for a really good grip. Throw it, catch it, toss it, tug it and roll it! They're great for yard, park or pool play. Sturdy, molded-in squeakers add even more fun. Sizes may be combined for quantity discounts.



Item #	Description	Size	Color	Price Each	
				1-11	12+
HU57014	Small	4 1/2"	Purple	\$ 3.84	\$ 2.97
HU57016	Medium	6"	Teal	7.74	6.85
HU57018	Large	8"	Red	11.97	10.45



### Air Dog Toys put a new spin on popular favorites.

Air Dog Toys are made with the same high-quality, rugged synthetic felt material as standard tennis balls, but with an added twist. These fetch toys are constructed in a variety of wild shapes that will never bounce the same way twice! Dogs will go crazy chasing after these erratic bouncing toys. Air Dog Toys are heavy duty to withstand the roughest abuse, yet the soft felt cover is gentle to dog's teeth. They're non-toxic, easy-to-clean, pressureless, brightly colored, and they float! Carded for easy pegboard display, these fun toys are a must for any retail shelf.

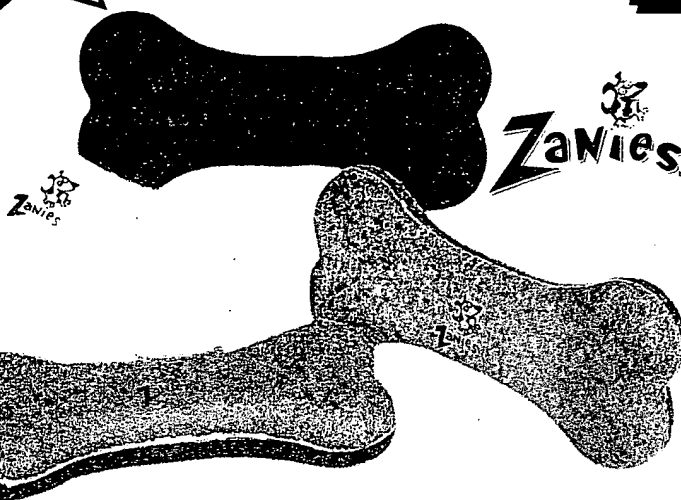


Attractively packaged for resale.

KC501	.....	\$4.99	12 or more	.....	\$3.45
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**STOCK UP  
& SAVE!**

# BEST



For more Toys,  
see pages 152-159.

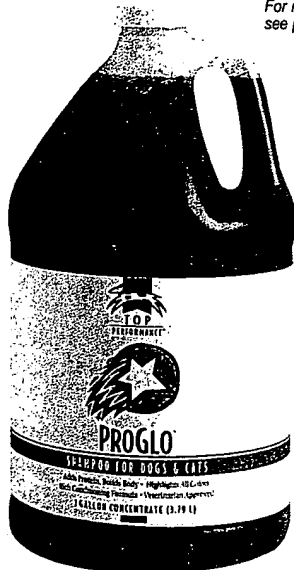
**Fetch extra profits  
with fun Zanies  
Bone Shaped Tennis Balls.**

**ONLY  
99¢!**

Easy-grip toys are made of heavy-duty rubber covered with soft, synthetic felt material—just like a tennis ball. These toys are tough enough to chew, yet are gentle on dog's teeth. Ideal for tossing, fetching, and chasing. They even float for use in water retrieval games! Bones measure 6" and come in assorted two-toned colors. Save now with this incredible Best Buy price and make a profit with retail sales!

ZW78499 (Mfr Wholesale \$4.95) ..... **99¢**

For more Shampoos,  
see pages 62-70.



**ProGlo®  
Protein-Rich  
Shampoo highlights  
all colors.**

- Adds protein, builds body
- Highlights all colors
- Dilutes 10:1

Rich formula is pH balanced and biodegradable. Effectively cleans and conditions coats. Safe for dogs, cats, puppies and kittens. Great all-purpose prep shampoo leaves coat soft and clean. Built in conditioners help reduce matting and tangling. Gallon and 5 Gallon dilute 10:1.

**AS LOW AS  
\$9.99!**

**PROSELECT™**

**Versatile pails  
are a kennel  
necessity.**

Stainless Steel Pails are perfect for feeding, toting food and displaying product for resale. Guaranteed not to crack, rust or break. A sound investment at an unbeatable Best Buy price!



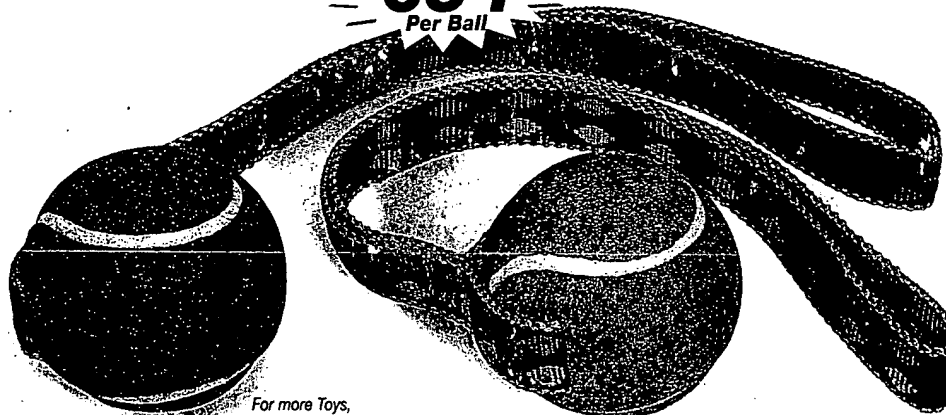
**AS LOW AS  
\$2.99!**

Item #	Description	Mfr Wholesale	Price Each
TP9100	Gallon	(\$ 29.00)	\$ 9.99
TP9105	5 Gallon	(110.00)	47.99

Item #	Description	Width	Mfr Wholesale	Price Each
TP72432	1 Qt	5"	(\$11.25)	\$2.99
TP72464	2 Qt	6"	(14.35)	3.99

For more Dishes,  
see pages 90-93.

**LESS THAN  
65¢!  
Per Ball**



For more Toys,  
see pages 152-159.

**Zanies**

**Have you tugged a  
tennis ball lately?**

The classic tennis ball just got updated! Durable nylon straps make these balls more fun to tug. Imagine a rollicking game of tug and war without the mess of dog drool. Once your customers try these toys out for size, they'll never go back to ordinary tennis balls. Two-tone, 2½" tennis balls feature woven nylon straps in assorted designs. Packaged for resale in convenient 2-packs.



Attractively packaged  
for resale.

TP45021 (Mfr Wholesale \$5.95) ..... **\$1.29 2-pk**

**You won't find prices this low anywhere else!**



New England Serum "WINTER 2003" Catalog Excerpts

Includes New England Serum's "ZANIES" Products  
No Longer Includes Applicant's "AIR DOG" Products

WINTER 2003

FORMERLY

New England  
Serum Company

TM

12 Full Pages!

**BEST BUYS!**

See pages 4-15 for more unbeatable bargains!

AS LOW AS  
**50¢!**

Per Latex Toy



See pages 4-15  
for more unbeatable bargains—  
like these  
Latex Toys!

AS LOW AS  
**99¢!**

Adjustable Nylon Collars

See page 11.



ONLY  
**75¢!**

Per Hot Dog



6" Munchy  
Rawhide Hot Dogs

See page 9.

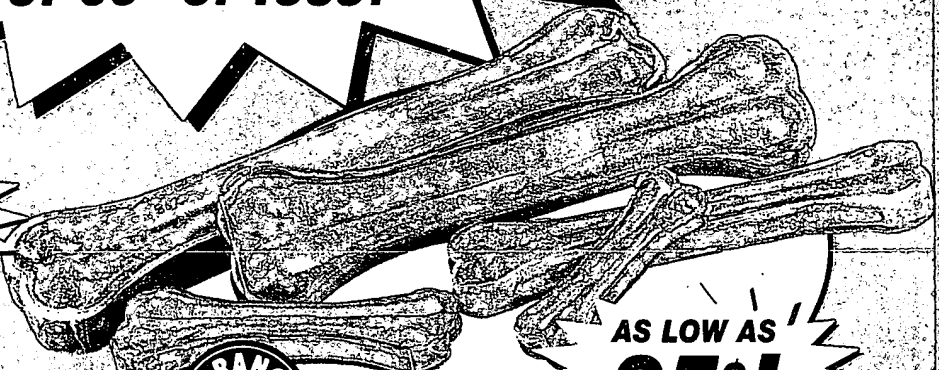
**Get the  
Edge on Value!**

**Hundreds of items  
for 99¢ or less!**

ONLY  
**99¢!**

4" Two-Tone  
Tennis Ball Bone

See page 5.



Pressed  
Rawhide Bones

See page 12.

AS LOW AS  
**25¢!**

Per Bone



800-Pet-Edge (800-738-3343)

**PetEdge** Formerly New England Serum Company

[www.PetEdge.com](http://www.PetEdge.com)

# Toys

## Zanies™ Tennis Toys are made ultra tough for rough and tumble play!

**PetEdge Exclusive!**



**Extra Large  
9" Size!**

**Jumbo Tennis Ball is extra large for romping and chasing.**

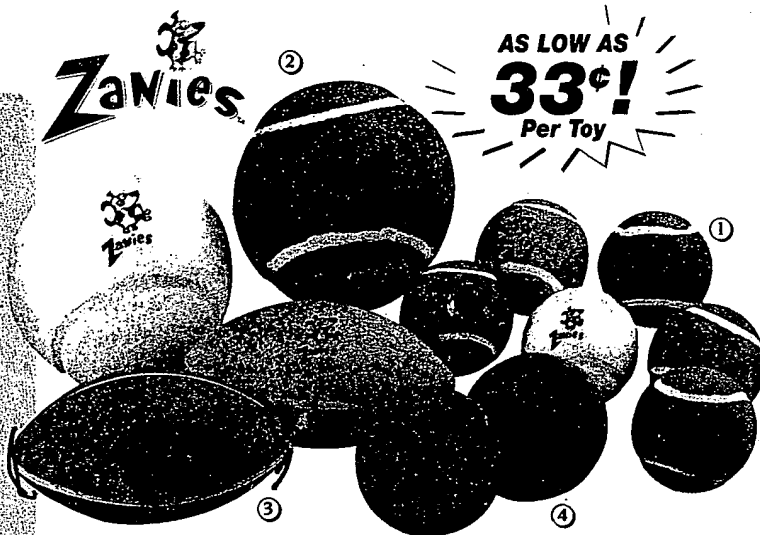
Dogs love to chase our Jumbo Tennis Ball. Made from extra durable tennis ball material, it provides plenty of big time fun! Bright, bold, assorted colors create a colorful and compelling retail display. Measures 9" across. Includes a pin for easy inflation.

ZW20608 (Sugg. Retail \$23.99)

**\$13.99** 6 or more

**\$8.99**

**Zanies**



AS LOW AS

**33¢!**

Per Toy

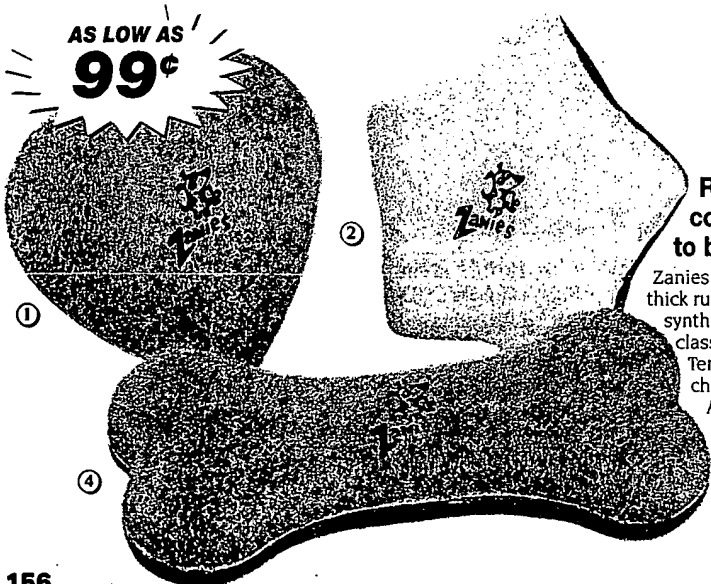
### Tennis Ball Value Packs make reselling easier than ever!

Ultra durable Zanies Tennis Toys are available in a variety of sizes, shapes and bright, assorted colors. Tennis Ball Value Packs are attractively packaged with header cards for easy peg display. Balls come in 2½" and 5" sizes to suit large breeds. 6" footballs and 3" hockey pucks are shaped to bounce every which way. **Items can be combined for quantity discounts.**

Tennis Toys Value Pack		Size	Price Each			Sugg. Retail
Item #	Description		1-5	6-11	12+	
① ZW25506	6 Tennis Balls	Best Buy 2½"	\$1.99	—	—	(\$5.99)
② ZW34453	2 Tennis Balls	5"	6.99	\$5.99	4.99	(9.99)
③ ZW20901	2 Footballs	6"	6.99	5.49	4.49	(9.99)
④ ZW20131	2 Hockey Pucks	3"	3.99	3.49	2.99	(7.99)



Attractively packaged for resale.



**Zanies**

**Rugged Tennis Toys in bright colors and fun shapes are certain to be a hit.**

Zanies Two-Toned Tennis Toys are made from extra thick rubber tennis ball material covered with soft synthetic felt. They offer the same appeal as the classic canine favorites, but these uniquely shaped Tennis Toys give dogs more interesting surfaces to grip and chew. 4" toys are individually packaged with a header card. Available in Heart, Star, Pyramid and Bone shapes in assorted colors. Colors may vary. **Items can be combined for quantity discounts.**

		Size	Price Each			Sugg. Retail
Item #	Description		1-5	6-11	12+	
① ZW78497	Tennis Heart	4"	\$2.99	\$2.49	\$1.99	(\$7.99)
② ZW78491	Tennis Star	4"	2.99	2.49	1.99	(7.99)
③ ZW78493	Tennis Pyramid	4"	2.99	2.49	1.99	(7.99)
④ ZW78499	Tennis Bone	4"	Best Buy .99	—	—	(7.99)

Attractively packaged for resale.

### Custom Tennis I

Durable n fun to tug customers feature w 5" size is bagged wi PetEdge Ex

Item #

① TP45021

② TP45025



AS \$



Jaguar (11)

### Add to

Wild anir these plu to extenc displays. be comb

TP307 (Su

80